

ORDER

Orders
Order / Rev: 211560
Alt Order #: WOC10958093
Product Desc: COHEN FOR STATE BOARD OF EQUA
Estimate: 2092 5/7-5/13/2018
Flight Dates: 05/07/18 - 05/13/18
Original Date / Rev: 05/04/18 / 05/04/18
Order Type: GEN

KGO-TV

Primary AE: Christopher Larcade
Sales Office: N-PH
Sales Region: National

Agency
Name: Sadler Strategic Media
Buying Contact:
Billing Contact:
 12103 Viewcrest Rd.
 Studio City, CA 91604

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Malia Cohen for State Board of Equali:
Demographic: A35+
Product Codes: Local/State Candidate
Priority: P-03
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/18	05/13/18	25	\$12,000.00	\$10,200.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	25	\$12,000.00	\$10,200.00	0.00
Totals	25	\$12,000.00	\$10,200.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KGO-TV	30%	\$12,000.00
Market	100%	\$40,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$4,000.00
KNTV	20%	\$8,000.00
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	11%	\$4,400.00
KTVU	29%	\$11,600.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N40	KGO	05/11/18	05/11/18	5a-6a News M-F ABC7 5a News	CM	Cc 5a-6a	----1--	:30	1	\$100.00	P-03	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/13/18		----1--			1			\$100.00		0.00			

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Advertiser: Malia Cohen for State Board of Equalizat
 Product Desc: COHEN FOR STATE BOARD OF EQUA
 Estimate: 2092 5/7-5/13/2018
KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N42	KGO	05/11/18	05/13/18	6a-7a News M-F ABC7 6a News	CM	Cc 6a-7a	----1--	:30	1	\$350.00	P-03	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/07/18	05/13/18	----1--		1				\$350.00		0.00			
N44	KGO	05/11/18	05/11/18	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	----2--	:30	2	\$400.00	P-03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/07/18	05/13/18	----2--		2				\$400.00		0.00			
N48	KGO	05/11/18	05/11/18	11a-1130a News M-F ABC7 11a News	CM	Cc 11a-1130a	----1--	:30	1	\$200.00	P-03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/07/18	05/13/18	----1--		1				\$200.00		0.00			
N50	KGO	05/11/18	05/11/18	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	----1--	:30	1	\$200.00	P-03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/07/18	05/13/18	----1--		1				\$200.00		0.00			
N52	KGO	05/11/18	05/12/18	5p-7p News M-Su 5p-7p News M-Su	CM	Cc 5:00 PM-5:30 PM (5:00 PM-5:30 PM)	----21-	:30	3	\$450.00	P-03	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/07/18	05/13/18	----21-		3				\$450.00		0.00			
N54	KGO	05/11/18	05/12/18	5p-7p News M-Su 5p-7p News M-Su	CM	Cc 6:00 PM-7:00 PM (6:00 PM-7:00 PM)	----21-	:30	3	\$500.00	P-03	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/07/18	05/13/18	----21-		3				\$500.00		0.00			
N56	KGO	05/11/18	05/11/18	7p-730p M-F M-F 7p-730p	CM	Cc 7p-730p	----1--	:30	1	\$900.00	P-03	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/07/18	05/13/18	----1--		1				\$900.00		0.00			
N63	KGO	05/11/18	05/11/18	Fri Prime Hour C Fri Prime Hour 3	CM	Cc 10p-11P	----1--	:30	1	\$2,500.00	P-03	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/07/18	05/13/18	----1--		1				\$2,500.00		0.00			
N65	KGO	05/11/18	05/13/18	11p-1135p Late News M-F ABC7 11p News	CM	Cc 11p-1135p	----111	:30	3	\$800.00	P-03	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/07/18	05/13/18	----111		3				\$800.00		0.00			
N68	KGO	05/11/18	05/11/18	Nightline 1237a-107a M-F M-F 1237a-107a	CM	Cc 1237a-107a	----1--	:30	1	\$200.00	P-03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/07/18	05/13/18	----1--		1				\$200.00		0.00			
N69	KGO	05/07/18	05/13/18	5a-6a News SaSu ABC7 5a News Wknd	CM	Cc 5a-6a	-----11	:30	2	\$100.00	P-03	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/07/18	05/13/18	-----11		2				\$100.00		0.00			
N70	KGO	05/07/18	05/13/18	6a-10a News SaSu ABC7 6a-10a News/GMA	CM	Cc 5:58 AM-9:00 AM (5:58 AM-9:00 AM)	-----11	:30	2	\$150.00	P-04	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/07/18	05/13/18	-----11		2				\$150.00		0.00			
N72	KGO	05/07/18	05/13/18	1135p-12a News Extra 3M ABC7 1135p News	CM	Cc 1135p-12a	-----11	:30	2	\$400.00	P-03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/07/18	05/13/18	-----11		2				\$400.00		0.00			
N74	KGO	05/07/18	05/13/18	9a-10a News Su ABC7 9a News	CM	Cc 9a-10a	-----1	:30	1	\$200.00	P-03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/07/18	05/13/18	-----1		1				\$200.00		0.00			
Totals														25	\$12,000.00